



Joint Winners: Hall & Partners & Sanofi Genzyme Partnership: The story of our success



Stuart Cooper, Adelphi with winners, Julie Veyrard, BioMérieux, Marie Bennett, Hall & Partners and Philippe Thiery, Sanofi Genzyme

Marie Bennett, Hall & Partners: During the EphMRA Conference last year, we heard the announcement for the new awards & the great opportunity it represents for work to be recognised within the industry. The Excellence in Collaboration award was ideal given our successful partnership over the years.

Excellence in Collaboration is all about trust, and people behaviours. Our partnership has allowed us to explore new ways for agencies and clients to work together, delivering efficiencies as well as inventive solutions to better address business questions.

We have been able to go beyond the expectations for a MR agency/client collaboration.

Furthermore, it is this kind of collaboration that has reinforced the role and importance of Global MR with Sanofi Genzyme – a presence amongst the brand teams and senior management, perceived as a trusted advisor.

Ultimately, the customer insights and messages are reaching the right people – the brand teams and senior management – and guiding critical decision-making. But what really makes it special is the long-term commitment.

We 'met' in 2011, upon the creation of the MS franchise.

With two brands to launch, at the same time and within the same therapeutic area, we were embarking on uncharted territory... this had never been done before within the Pharma Industry!

An opportunity therefore existed to build a strong relationship, and the shared expertise over the years has led to market research really being a core and valued component of Global Brand Planning and Performance. It has been recognised as a best practice at Sanofi.

We are honoured and proud to win this award; we were up against some tough competition, so it's great to have the recognition that our style of collaboration is well received, and continually heading in the right direction.

If you're thinking of making a submission next year, go for it! Everyone should have the opportunity for their work to be recognised. In addition, these awards help us constantly improve and challenge the way the industry operates - so the stiffer the competition, the higher the standards of the work, resulting in better outputs - a win-win.



Joint Winners: BioMérieux and Last Innovation Partnership:

When two very different worlds collide...
amazing things can happen!

Julie: We're all very pleased, if a little surprised, to win! It rewards a long relationship between bioMérieux and Last Innovation. We hope sharing our award story will encourage more collaboration between agencies and manufacturers, as the industry continues to grow and embrace insight. Collaboration is vital and we're certainly proof of that.

When I heard last year that EphMRA wanted to create an award for the best collaboration, I immediately thought that the collaboration we had with Philip might be a good candidate for this award.

Philip: Julie and I met in September 2013, long after both companies had started conversations about the mutual benefits of insight and in-vitro diagnostic.

Julie and I approached this collaboration from very different backgrounds and positions, myself market research and sales in FMCG, Julie – from in-vitro diagnostic.

The use of target market insight in the in-vitro diagnostic sector is still relatively new and the focus of our collaboration was molecular biology a highly complex and technical area of in-vitro diagnostic– it regroups, instruments, software and reagents that help lab managers identify pathogens.

Any partnership would require patience, understanding, and above all, a willingness to learn from one another.

I think the key message of our submission is in the title of the award – collaboration. The other one would be to move out of your comfort zone and take some risks, it is a lot of work but it is worth it!

Julie: This was a two way process which needed to be clear in both directions. We were ready to learn from insight but we had to ensure that Philip and his team of moderators were sufficiently trained to be credible in front of our customers and our internal team.



**Julie Veyrard, bioMérieux and
Philip Last, Last Innovation**

Philip: Both sides had to be ready to learn, and looking back Julie made it easier for us, she didn't kill us with technical information and made information and feedback digestible to moderators.

If you're considering entering the awards, I would say creative competition breeds creativity! If you have something different to say that stands out from the crowd, give it your all.

The EphMRA awards and opportunity for winners to speak about our award at the Conference, showcases fresh ideas that might not hit the headlines but which are making a real difference in our day-to-day work.